

Pacific Islands Ocean Observing System  
Governing Council Meeting Summary  
October 6-7, 2014

Day 1: Monday, October 6, 2014 at Hawai'i Institute of Marine Biology (HIMB), Coconut Island

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**Attendees:**

*Council Members:* Dr. Heather Bell, Donna Brown, Rae DeCoito, Captain Ashley Evans, Don Hess, Dr. Chuck Kelley, Brian Lynch, Chris Ostrander, Vas Poderean, Frank Rabauliman, Captain McGrew Rice, Rich Roberts, Dr. Andrew Rossiter, Bill Ward (representing Ed Young), and Davis Yogi

*Invited Guests:* Dr. Ned Cyr, Acting Director, NOAA Pacific Islands Fisheries Science Center; and Zdenka Willis, Director, U.S. Integrated Ocean Observing System (IOOS)

*Principal Investigators:* Dr. Pierre Flament and Dr. Margaret McManus

*PacIOOS Staff:* Simon Ellis, Melissa Iwamoto, Heather Kerkerling, Fiona Langenberger

**9:30 a.m. Call to order and welcome by Heather Kerkerling, followed by introductions**

**9:45 a.m. Presentation by Zdenka Willis on IOOS and PacIOOS connections**

Z. Willis outlined the role of the national IOOS office, the upcoming federal funding opportunity (FFO), pending certification process, federal and NOAA budget processes and priorities, and staffing transitions in the national office. She also highlighted the importance of PacIOOS for national and international ocean observing efforts.

In subsequent discussions it was noted that the Hawai'i Department of Transportation (DOT) is under consent decree for storm water permit violations and is considering a non-point source pollution sensor program. In lieu of paying a fine to EPA, DOT could support an environmental monitoring project implemented by PacIOOS to address non-point source pollution.

NOAA IOOS FY16 priority is *Data Management* and FY17 priority is *Coastal Intelligence* (increasing observing capacity at the regional levels).

**10:45 a.m. Director's Update from Heather Kerkerling**

H. Kerkerling recognized new Council members including the Pacific Disaster Center (Dr. Bell), Mālama Maunalua (R. DeCoito), Waikiki Aquarium (Dr. Rossiter), U.S. Navy, U.S. Pacific Fleet (Captain Evans), Liquid Robotics (V. Poderean), and Palau Community College (P. Tellei). Re-elected members from the 2014 elections process include MACZAC (D. Brown), Outrigger Enterprises (Dr. Kelley), and HI DOT (D. Yogi).

New signatories to the MOA: CNMI Bureau of Environment and Coastal Quality; RMI Environmental Protection Agency; Pohnpei Environmental Protection Agency; Chuuk Conservation Society; Pohnpei Surf Club; Kosrae Conservation and Safety Organization; Micronesia Management and Marketing Enterprises, Pohnpei NOAA Weather Station, Waikiki Aquarium, Northern Marianas College, Kampachi Farms, and Palau Community College.

H. Kerkerling provided a summary of activities since the previous Council meeting (August 2013) and emphasized that the *focus of the meeting* was to identify PacIOOS' status with regards to the Strategic Operational Plan (SOP) and how to best prepare to address SOP priorities and the IOOS

FFO for 2016-2012, expected to be released early 2015. The *goal of the meeting* was to approve the process for developing a funding proposal for 2016-2021. Additionally, the group discussed the expansion of deployed assets and forecasts throughout the region, the FY14 budget, and what we can expect in FY15. Level funding is likely in the foreseeable future.

**11:15 a.m. Presentation by Melissa Iwamoto, Deputy Director**

M. Iwamoto provided a review of stakeholder engagement, methods for assessing value of products to users, plans for revamping the website, impacts of increased social and news media relations, and concerns with access to Voyager in parts of the region. It was suggested that PacIOOS continue making products and services simple and easy to ingest, especially in areas with limited bandwidth.

**12:00 – 2:30 p.m. Lunch, Tour of Coconut Island, and Tour of Kim Holland’s Shark Lab**

**2:30 p.m. Presentation by Don Hess, College of the Marshall Islands**

Don Hess highlighted the value of PacIOOS to the low-lying atoll of Majuro. Highlights included the water quality station, the re-deployed wave buoy, and the brand new Wave Run-Up Forecast for Majuro. [http://pacioos.org/data\\_product/SLpred/Maj\\_Exc.php](http://pacioos.org/data_product/SLpred/Maj_Exc.php)

**3:15 p.m. Information Exploration by Melissa Iwamoto**

M. Iwamoto provided an update of new ideas and pathways for data sharing and exploration. She shared comments provided by a consultant contracted to assess PacIOOS communications. The consultant recommended a redesign of the website to make it more accessible for mobile devices and to improve navigation. The consultant also suggested using a content management system (e.g., Word Press) in order to streamline maintenance. PacIOOS does not currently have the staff expertise to implement a CMS.

Council members suggested tailoring the website with entries for specific user groups (e.g., fishers, resource managers, scientists, etc.). To accommodate mobile users with data needs, PacIOOS should consider developing apps for specific user groups/data from Voyager.

Day 2: Tuesday, October 7, 2014 at Outrigger Reef Hotel, Waikiki

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**Attendees:**

*Council Members:* Dr. H. Bell, D. Brown, Captain Evans, D. Hess, B. Lynch, C. Ostrander, V. Poderean, F. Rabauliman, Captain Rice, R. Roberts, Dr. Rossiter, and D. Yogi.

*Invited Guests:* Z. Willis, Director, U.S. Integrated Ocean Observing System (IOOS)

*PacIOOS Staff:* S. Ellis, M. Iwamoto, H. Kerkering, F. Langenberger

**8:30 a.m. Presentation by H. Kerkering on Program Management.**

H. Kerkering started with a review of Day 1 and a reminder of the goal before providing updates on program management. PacIOOS is planning to submit the first application for certification to U.S. IOOS. The MOA was amended to address conflicts of interest and to expand the Governing Council to include international partners; all MOA partners approved the changes.

A draft set of performance measures were developed to demonstrate the performance level at which PacIOOS is operating. The measures are not directly aligned with the goals of the SOP, but they cross cut it and serve as indicators. If one of the measures is not met, further evaluation with a

more detailed internal evaluation process would be required. The draft measures are only applicable to the things PacIOOS can control (e.g. PacIOOS cannot evaluate success based on the operational level of data products consumed).

A discussion ensued on the ability to qualitatively measure stakeholder engagement. The draft metrics are quantitative and easy to monitor. Qualitative feedback is used for internal evaluation.

Many Council members were keen on finding a way to identify users through computer use and Google Analytics (GA). While PacIOOS cannot view IP addresses, GA can provide a sense of what people are doing on the site and their general location. It was suggested that the redesign include buttons/links that will help identify who is using the site.

A performance measure related to funding was recommended. It was noted that staff-level goals exist for increasing and diversifying funding streams, but not set as program-level goals.

### **Suggested Actions:**

Overall, PacIOOS needs to 1) consider developing financial and data growth measures; 2) map strategic goals to each measure; 3) work to evaluate web behavior versus number of hits; and 4) create icons on the new web page that will help us to better determine the types of users visiting the site – which will then guide development of products and services.

Z. Willis noted that performance evaluation is important for program review on regional and national levels. Evaluation is a struggle for all regions, and they all continue to refine the process.

### **9:45 a.m. Prepping for Proposal: Breakout Groups**

The Council divided into two discussion groups. The groups were provided a list of questions crafted to spark discussion relevant to the upcoming 5-year proposal. Members provided many discrete recommendations. Some key discussion points included:

- Consider and determine the value of all water quality (WQ) sensors to local end users.
- Are the investments we have made providing real value in all locations? In some locales, could the funds we currently spend on WQ system maintenance and technical liaison contracts be better used on something else? In many locations, people say they want WQ data, but actual use of the data seems to be limited. What decisions are made with the data (specifically in the insular Pacific) - or are they simply long-term investments?
- Is the value of inundation forecasts consistent in all parts of the Pacific? Where is greatest need, and potential use of such predictions?
- Is there value added in uniquely serving up tide and wave data? While PacIOOS serves similar data to NWS but in different styles and formats, is there value in standardizing our display to something that is more familiar to people?
- Wave buoys are a very effective and successful part of the PacIOOS program—are planned future locations sufficient, or are more needed?
- At what level does PacIOOS consider the limit of enhancing data or creating customized tools? Perhaps we should have different levels of products that aren't full decision-making tools but support some level of decision making?
- New deployments could require a cost-match for operations and maintenance. Example: ask FSM government to fund a wave buoy, or get the President to clearly state the requirement. That type of official government request could provide leverage with international players to invest in infrastructure. The President could ask a big funder (e.g., Nippon, Sakakawa) to buy the asset, and PacIOOS could maintain it.

- Explore with state and federal agencies the potential to use permit requirements (mitigation) to fund PacIOOS activities.

**11:45 a.m. H. Kerkering wrapped up the meeting with a description of the planned process for proposal preparation and submission. The Council supported the process.**

Website working group was formed to help with developing user group ID for website/outreach: D. Brown, M. Rice, V. Poderean, H. Bell and A. Rossiter.

The next Executive Committee meeting will be held in Majuro in Spring 2015. Members include D. Hess, D. Brown, J. Artero-Cameron, V. Poderean, and C. Ostrander. Next Governing Council Meeting: Fall 2015 in Honolulu.

C. Ostrander thanked Heather Kerkering for her dedication to PacIOOS during her tenure.

**12:00 p.m. Meeting Adjourned.**